The Story of the Kennedy-Look Battle

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By JOHN CORRY

The suit that Mrs. John F. Kennedy brought against Look ended when the magazine revised some passages in its serialization of "The Death of a President" by William Manchester. The controversy lingers.

Mrs. Kennedy and her colleagues say they behaved honorably in the argument; the editors of Look say they did, too. Both sides point to the same letters, the same memorandums, the same conversations; both interpret them differently.

No one at Look or at Harper & Row, which will publish Mr. Manchester's full account of the assassination of President Kennedy, is precisely sure of what happened. Neither are the Kennedys. Nearly everyone is annoyed, however, and nearly everyone has forgotten that it all began with a book.

Following is the story of the controversy as told by some of the participants:

The editors of Look first saw "The Death of a President" last July 18. That morning, Don Congdon, Mr. Manchester's literary agent, passed out Thermofax copies of the manuscript to six magazines—Life, The Saturday Evening Post, Ladies Home Journal, McCall's, Good Housekeeping and Look.

Each magazine except Life received a single copy. Life had requested an extra one for an editor who was ill and wanted to read it at home.

No one else received a manuscript from Mr. Congdon, who asked each magazine to treat it discreetly.

Mike Land, a senior editor at Look, read that magazine's copy first. The manuscript from which all the copies were made had been edited by John Seigenthaler, the editor of The Nashville Tennessean, and Edwin O. Guthman, the national news editor of The

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The Story of the Kennedy-Look Battle:

A Tangled Skein of Contention Over Book

HOW THE FAMILY SOUGHT CHANGES

Parleys, Visits, Memos and Demands Filled Struggle That Ended in Lawsuit

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Los Angeles Times. When Senator Robert F. Kennedy was Attorney General Mr. Guthman was his press secretary and Mr. Seigenthaler his special assistant. Both had read the manuscript at his request. Their deletions, initialed "JS" and "EG," were made with great, dark strokes, blotting out what had been written.

Mr. Land, who considers nearly a thousand books a year for Look, read the manuscript and told Robert Meskill, an assistant managing editor, "I'm afraid we've got a great book on our hands."

The opinion was shared by others. William Arthur, the editor of Look, wrote to Mr. Congdon later:

"I have lived with this manuscript for slightly more than one week. But, it seems to me, all of us have lived with it for almost three years. The manuscript is history. It is a part of each of us."

A $305,000 Offer

The publishing world was awash with rumors about the book, most of them untrue, and it was thought that bidding for the serialization rights would be intensely competitive. Look decided to offer $305,000.

The possibility of legal troubles, however, seemed to bother nearly everyone.

On March 26, 1964, Robert Kennedy had announced that "the Kennedy family has authorized William Manchester to write an extensive account describing the events of and surrounding the death of President Kennedy on Nov. 22, 1963."

"These arrangements were made with Mr. Manchester," he said, "in the interest of historical accuracy and to prevent distortion and sensationalism."

Mr. Manchester had written an earlier book about President Kennedy, "Portrait of a President," which, a reviewer for The New York Times had said, "could only be described as adoring."

Mr. Manchester would write the new book, he said, as a "sacred trust."

Accordingly, on the day of Senator Kennedy's announcement, Mr. Manchester and Robert Kennedy signed a memorandum, which said that Mrs. Kennedy and Senator Kennedy must approve the text of Mr. Manchester's book before publication.

'Distressing Experience'

Mr. Manchester finished the book two years later.

"Writing it," he says, "was a distressing experience."

It had sent him to the hospital once, suffering from exhaustion.

Early in the summer of 1966, Evan Thomas, the vice president of Harper & Row, told Mr. Seigenthaler that the author was concerned that the book would never be published.

Mr. Manchester, he said, feared that the editorial process was getting too prolonged.

Some sign from the Senator, he said, would encourage him.

At about the same time, Mr. Manchester told the Kennedys he wanted their permission to submit the manuscript to magazines.

Subsequently, on July 14, four days before Mr. Congdon sent out the manuscripts, Mr. Seigenthaler called Mr. Thomas and told him it would be proper to submit the book for bids on the right to serialize it.

He also said written permission from the Senator would follow.

Mr. Thomas, who, besides editing the book, served as an intermediary between the Kennedys and Mr. Manchester, told the author of the conversation.

Sleepless Nights

At 8 A.M. on July 28, Mr. Manchester called Angela Novello, Mr. Kennedy's private secretary, at her home.

According to a memo she wrote for the Senator later that day, Mr. Manchester said he had not slept in three nights and he was worried because he had not heard from Mr. Kennedy.

That afternoon, Senator Kennedy sent a telegram to Mr. Manchester. It said:

"Should any inquiries arise re the manuscript of your book, I would like to state the following:

"While I have not read William Manchester's account of the death of President Kennedy, I know of the President's respect for Mr. Manchester as a historian and a reporter. I understand others have plans to publish books regarding the events of Nov. 22, 1963.

"As this is going to be a subject matter of a book and since Mr. Manchester in his research had access to more information than any other writer, members of the Kennedy family will place no obstacle in the way of publication of his work.

"However, if Mr. Manchester's account is published in segments or excerpts, I would expect that incidents would not be taken out of context or summarized in any way which might distort the facts of or the events relating to President Kennedy's death."

The telegram, Mr. Manchester and his allies contended later, indicated that the manuscript had been approved. The Kennedys were to disagree.

Mr. Manchester received the

telegram that night. A few hours later he wrote to Mr. Kennedy:

"Your telegram to me was superb. It covered everything and was airtight."

It was not however; and some editors, sensing this, behaved with unusual caution.

Life, for instance, asked Theodore H. White, the author, who was close to the Kennedy family, to approach Mrs. Kennedy on its behalf.

Look told Warren Rogers, the chief of its Washington bureau, to speak to the Senator and to measure his feelings on serialization.

Mr. Rogers did, and he later told his editors that Mr. Kennedy had said:

"Look has been very good to the Kennedy family over the past two and one-half years, and even in the years before that."

The Senator, Mr. Rogers reported, said he was "favorable" toward Look's acquiring serial rights.

Mr. Congdon had said that bids for the serialization were to be submitted by Friday, July 29, and that the highest bid would not necessarily be accepted. That day, Mr. Arthur, Look's editor, and Mr. Meskill, assistant managing editor, submitted Look's bid, $305,000, and were told that it was too low, that there was one higher.

Mr. Congdon extended the deadline for the bids one day. Mr. Arthur called Gardner Cowles, the head of Cowles Communications, which publishes Look, and it was decided on Friday evening to raise Look's offer the $665,000.

Mr. Arthur recalls that he drew a line through the old figure and wrote in the new one. His palms, he said, "were sweating."

That night, before Look submitted its new offer, Mr. Manchester called Mr. Kennedy. The Senator said, Mr. Manchester recalls, "If you pick Look you don't have to check with me, but if it's Life I want to talk about it."

The next day, Saturday, only Look and Life were left in the competition. Mr. Arthur was on a tennis court at Mamaroneck in Westchester County. he managing editor of Life, George P. Hunt, was sailing thur was.

Mr. Arthur spoke to a number of persons. Someone told him that Mr. Hunt did not plan to return to shore until 6 P.M. and suggested that Mr. Arthur call Mr. Congdon and ask that a deadline be set for the receipt of bids.

Look Wins Out

Mr. Arthur did call and suggested a deadline—6 P.M. At 5:15 Mr. Congdon called back and said Look owned the serial rights.

Mr. Manchester subsequently called Senator Kennedy and told him of the sale and the price. According to Mr. Manchester, the Senator replied:

"Great, isn't that a record? Look has been so nice to the Kennedy family and Henry Luce has been such a bastard."

Henry R. Luce is editorial chairman of Time, Inc., which publishes Life.

Mrs. Kennedy, meanwhile, was in Hawaii. When she returned in early August, she found a letter from Mr. Manchester. It distressed her.

It spoke of "Bob's long telegram approving the revised manuscript" and it said that Mr. Manchester had "tied the tightest strings in publishing history to serial use of the text."

The accounts of what happened next are blurred.

Mr. Manchester and Mr. Thomas, the Harper & Row executive, say they heard "rumors" that Mrs. Kennedy was distressed over the amount of money involved in the sale to Look.

However, Mrs. Kennedy's allies say she could not possibly have been distressed over this because she thought then that the money from Look was going to the John Fitzgerald Kennedy Library at Cambridge, Mass.

According to Pierre Salinger, who was press secretary to President Kennedy and then to President Johnson, there was a verbal understanding between himself and Mr. Manchester that the author would make no more than $250,000 for his work.

This was Mrs. Kennedy's understanding, too, her friends say. If she thought this, they ask, why would she have been upset over the amount of money involved?

Mr. Manchester denies there was ever an agreement that he would accept only $250,000. Furthermore, according to Mr. Rogers, the Look bureau chief in Washington, Senator Kennedy had said Mr. Manchester's only profits would come from the sale of serialization.

The fact is that no one in the controversy seemed very sure of what the financial arrangements were.

Nevertheless, on Aug. 3 Mr. Thomas wrote to Miss Novello:

"I am sure we can work it out so that the Look money goes to the library."

Mrs. Kennedy was annoyed, her friends say, because Mr. Manchester had spoken of an approved manuscript, and she had not approved it.

On Aug. 5 Mr. Manchester called Mrs. Kennedy at Hyannis Port, Mass., to determine, he says, whether she was worried about the money aspect.

He spoke to Mrs. Robert Kennedy, who told him that Jacqueline Kennedy was, indeed, upset, but that she and Mrs. Stephen Smith, a sister of President Kennedy, had soothed her. The President's widow was not concerned about the money, she said.

Whatever his feelings for the other members of the Kennedy family, Mr. Manchester likes Mrs. Robert Kennedy, who, he says, has read "The Death of a President" in its entirety.

"Ethel is a kind girl," he says.

Meanwhile, the Senator was speaking to his advisers, and, apparently still believing he had control over the manuscript, he sent a telegraphed day letter to Mr. Thomas on Aug. 10, saying:

"Under the present circumstances, with the situation as difficult as it is, I feel the book on President Kennedy's death should neither be published nor serialized. I would appreciate it if you would inform Bill Manchester.

"As you know only too well, this has been a trying situation for everyone and I understand the problems this situation has caused you and the author.

"It just seems to me that rather than struggling with this any longer we should take our chances with Jim Bishop."

Mr. Bishop, the newspaper columnist, once planned a book on President Kennedy's death and had asked Mrs. Kennedy for help in writing it.

The contract between Look and Mr. Manchester is dated Aug. 11, but it was not signed until the next day. Senator Kennedy's day letter delayed it.

$365,000 Initial Payment

The contract gave Mr. Manchester $665,000, with an initial payment of $365,000 and the balance spread over a period ending Jan. 10, 1967. It also gave him something less than the "tightest strings in publishing history."

The key paragraphs said:

"In the preparation of the Look magazine articles, Cowles shall be entitled to use whatever material from the manuscript that Cowles may select and to omit whatever material it may desire, but may not add any other material thereto without the approval of the author. . . .

"If the author timely notifies Cowles that Mrs. John F. Kennedy or Senator Robert F. Kennedy similarly desire the right to review said material to determine whether the Look articles have substantially the same meaning of any of the material contained in the manuscript, Cowles agrees to submit same through author."

Cowles, therefore, had bought what it believed was an approved manuscript, and it would deal only with the author. He, apparently, could revise the serialization only if Look changed factual material or changed the meaning of the

manuscript.

The Kennedys could not themselves revise the serialization. They had to depend on Mr. Manchester, and their relationship with him was deteriorating. He had, after all, refused to heed the Senator's request to suppress the manuscript.

The same day the Look contrct was signed by Mr. Manchester Mr. Thomas, Mr. Seigenthaler and Senator Kennedy met in Mr. Kennedy's office in Washington. Mr. Manchester was prepared to tell Mr. Kennedy that he would not seek great financial gain from the book.

Meeting a Failure

Nevertheless, the meeting was a failure. Mr. Thomas sat on a couch, Mr. Seigenthaler on another. Mr. Manchester sat between them on a chair, and Mr. Kennedy paced angrily back and forth.

Mr. Kennedy demanded that Mr. Manchester prevent Look from printing the serialization. Mr. Manchester declined. He asked the Senator what he had meant by the telegram that said the Kennedy family would "place no obstacle in the way of publication."

Mr. Kennedy said, "You, Harper & Row and Look are in too much of a hurry."

Then he called John F. Harding, the general counsel for Look, and said he had never approved the manuscript and asked that Mr. Harding cancel the series.

Mr. Harding said no, and Mr. Kennedy then asked for a postponement. Mr. Harding said he would speak to Mr. Cowles.

Meanwhile, at Look, plans had been made for a seven-part series. The first installment had been edited by Mr. Meskill. Mr. Land—who had helped Paul B. Fay Jr., the former Under Secretary of the Navy, prepare his book "The Pleasure of His Company," a light-hearted recollection of President Kennedy—began to edit the rest.

On Aug. 15, three days after Mr. Kennedy had demanded that Manchester prevent the serialization, there was a meeting here at the Berkshire Hotel. Mr. Harding and William Attwood, the editor in chief of Cowles Communications, who once wrote speeches for President Kennedy and was later appointed by him to be Ambassador to Kenya and Guinea, were there for Look.

Senator Kennedy, who had requested the meeting, was not there. But Simon H. Rifkind, the former Federal judge who was representing Mrs. Kennedy as an attorney, was, and so was Burke Marshall, the general counsel for International Business Machines, who was the

chief of the Civil Rights Division in the Justice Department when Mr. Kennedy was Attorney General.

Mr. Marshall did most of the talking. He said much of the material in Mr. Manchester's manuscript was offensive to Mrs. Kennedy, and he pleaded for her personal feelings.

In turn, Mr. Harding asked if the Senator spoke for the Kennedy family, and he asked what the telegram meant.

The meeting was inconclusive, and the next evening Mrs. Kennedy called Mr. Cowles. She referred to him as "Mike," as all his friends do, and he called her "Jackie."

She said that, as scheduled, the Look serialization would cover a period including the anniversary of the assassination. She said this was always a trying time for her, and she asked for a postponement.

A few days later Mr. Harding told Mr. Rifkind that the start of the serialization would be postponed. Shortly afterward, Mrs. Kennedy again called Mr. Cowles. It was not a happy conversation; she called him "Mr. Cowles."

Mrs. Kennedy said she wanted Mr. Cowles to come to Hyannis Port the next day and told him to bring his lawyer. She said she would send the family plane, the Caroline, to pick him up at the Marine Air Terminal at La Guardia Airport.

A Walk on the Beach

When Mr. Cowles and Mr. Harding flew in, Mr. Marshall and Mrs. Kennedy in a Pucci dress, met them at the airport, drove them to the Kennedy family compound and left them to wander along the beach.

While the two men strolled, stopping to watch one of the Senator's sons throwing a football, the Kennedys held a family conference on the porch of Mrs. Kennedy's home.

The conference went on so long that Mr. Cowles and Mr. Harding wandered back. They found Mrs. Kennedy, the Senator, Mr. Marshall and Mr. Rifkind awaiting them.

The conversation a participant recalls, wen tlike this:

Mr. Rifkind began it by saying he had advised Mrs. Kennedy that she could if she wanted, sue Look. Mr. Harding said he had told Mr. Cowles that Look could certainly defend itself against a suit.

Mr. Harding asked if the Senator had spoken for Mrs. Kennedy when he sent the telegram. Mr. Kennedy said Mr. Harding had misunderstood the telegram.

Mrs. Kennedy, in turn, said, "Bob doesn't represent me, he sort of protects me."

Mr. Harding noted that Look had agreed to pay $665,000 for the serialization, and Mrs. Kennedy said facetiously, "If it's money, I'll pay you a million."

Then Mrs. Kennedy demanded that publication of both the book and the serialization be canceled.

"No, not the book," the Senator said, and Mrs. Kennedy asked Mr. Cowles if he really intended to serialize "The Death of a President."

"First," Mr. Cowles said, "let me ask a question. I sense an undercurrent that Look didn't act in good faith."

"Look acted in good faith," the Senator said.

Then Mr. Cowles said yes, he would publish the serialization.

On the flight back to New York, the Senator and Mr. Cowles sat together, discussing an article by Mr. Kennedy about his African trip that had just appeared in Look. At the airport, just before leaving Mr. Cowles, Mr. Kennedy said, alluding to Look's plans for the serialization:

"Mike, you're a publisher, see what you can do about this."

Two days later Mr. Harding wrote to Mr. Rifkind.

"In deference to the wishes of the Kennedy family," he said, Look would postpone the serialization from the issue of Oct. 18 to the issue of Jan. 12 and would shorten the number of installments from seven to four.

Mr. Rifkind replied that he would discuss the "proposal." Mr. Harding replied to Mr. Rifkind that it was not a proposal, it was a decision.

A Working Vacation

Meanwhile, Mr. Manchester was vacationing in Maine and working on the installments that were to appear in Look. On Aug. 21 he wrote to Mr. Thomas and said that if a letter should "reach me from Jackie with specific suggestions I shall naturally reply immediately."

"This, however, is between you and me," he said. "I am reluctant to approve fresh changes in the approved manuscript."

But Mr. Thomas did not consider the manuscript approved. On Aug. 18 he had written to Miss Novello, Mr. Kennedy's secretary, about an offer from the Book-of-the-Month Club. He said the club would refrain from any "of the ordinary commercialization of the Manchester book—if and when we have release for that book."

During this period, Mr. Thomas—who is a son of Norman Thomas, the Socialist leader—also told Miss Novello that Harper & Row would not publish "The Death of a President" unless "Bill pays attention to Pam's wishes."

Pam was Pamela Turnure, Mrs. Kennedy's private secretary. She had sent a long memorandum to Mrs. Kennedy with her suggestions for revisions in the book. Miss Turnure had suggested 74 changes, some of them lengthy cuts in the text, others small revisions of a word or two.

Mr. Manchester had asked Harper & Row not to give Miss Turnure a copy of the manuscript, and he was unhappy with her requests. He thought that some, such as changing the words "healing the unhealable" to "repairing the unrepairable" were frivolous.

Whatever changes were made in the book, however, Look was adamant that there be no more changes in the serialization. At the end of August, Mr. Cowles called Mr. Kennedy and told him so.

Subsequently, Mr. Rifkind wrote to Mr. Harding and asked him for a copy of the manuscript that Look would serialize. Mr. Harding, however, was out of town on business, and the letter lay in his office for more than a week.

When he replied on Sept. 7 he said Mr. Rifkind could send a representative to his office to compare the manuscript that Mr. Manchester had just given Richard N. Goodwin, a friend of Mrs. Kennedy and once an adviser to President Kennedy, with the manuscript that Look had purchased.

The confusion that touched the controversy then is measured by the fact that Mr. Rifkind asked for a copy of the manuscript. The Kennedys, after all, had their copy.

However, no one, not even the author, seemed to know precisely what was in and what was out of anyone else's copy.

Mr. Thomas had worked with Mr. Seigenthaler and Mr. Guthman in revising some political material, most of which they considered unfair to President Johnson. Later, Miss Turnure sought changes that dealt with Mrs. Kennedy.

Mr. Manchester himself had cut 200 pages from his 1,400-page manuscript. Then he incorporated some, but not all, of the changes sought by Mr. Seignethaler and Mr. Buthman.

Into a Void

Later, Mr. Goodwin called for more changes, but, he said, "it was like sending them off into a void; we never knew if they were being made or not."

On Sept. 6, Mr. Manchester and Mr. Goodwin flew to Hyannis Port. Mrs. Kennedy was clearly offended by Look's decision to serialize, and Mr. Manchester says she tried to enlist him in preventing it.

"It's us against them," she said.

She also said, according to Mr. Manchester, that "anyone who is against me will look like a rat unless I run off with Eddie Fisher."

Mr. Manchester says that the discussion wandered, that Mrs. Kennedy discussed her son's tonsilectomy, her telephone number as a child (Rhinelander 4-6167) and the fact that her photograph appeared so often on the covers of movie magazines.

During the three-hour conversation, Mr. Manchester twice called his agent, Mr. Congdon. According to Mr. Goodwin the author arranged to have the the proofs of both the book and the Look serialization sent to Mrs. Kennedy that day by plane.

Mr. Manchester left alone late in the afternoon. Mr. Goodwin says he called the airport that

evening and found that the proofs had arrived and had then been shipped back again. Mr. Manchester had called the airport again, Mr. Goodwin says, and called for their return.

Lawyer 'Disturbed'

A few days later, however, Mr. Manchester wrote to Mr. Land, who was working on the serialization at Look, and asked him to send two sets of galley proofs of th efinal two installments to him.

He wanted an extra set, he said, "because the agreement between me and Look provides that the Kennedys may designate representatives to advise the author."

The letter was passed on to Mr. Harding, who wrote Mr. Manchester that he was "disturbed" by it. He said Look recognized only the author in its agreement and that it would "not accept any censorship . . . by anyone."

Although Look would not accept revisions from the Kennedys in what it considered a manuscript the Kennedys had already approved, the editors did give Mr. Manchester two sets of proofs.

A week later, Mrs. Kennedy called Mr. Cowles and asked him to see Mr. Goodwin, who was now her chief adviser. Mr. Cowles agreed, and he and Mr. Harding met with Mr. Goodwin that afternoon.

Mr. Harding told Mr. Goodwin he was annoyed that the Kennedys had not acknowledged Look's yielding on the number of installments and on the postponement. Mr. Goodwin, he says, was silent.

It was agreed then that Look would accept factual corrections from the Kennedys. The magazine people were implacable, however, on revising the political material.

By the first week in October, the Kennedy group had held a series of intramural meetings. The participants included the Senator; Theodore C. Sorensen, who was once a special adviser to President Kennedy; Arthur M. Schlesinger Jr., the historian, another former adviser; Mr. Salinger, Mr. Seigenthaler, Mr. Guthman and Mr. Goodwin.

The meetings, most of which were held in the Senator's apartment at 49th Street and United Nations Plaza, ended on a Tuesday night with dinner at 21. It had been decided that Look, not Harper & Row, presented the most pressing problem and that the third installment of the serialization—which will appear next week—would be the most damaging.

The installment deals with Parkland Memorial Hospital in Dallas, where President Kennedy was taken after having been shot; the swearing in of President Johnson immediately after the assasssination and his departure from Texas.

The Kennedys seem to have given up hope by then of getting Look to yield on the political changes, but they thought there was every possibility of winning revisions on the material that dealt with Mrs. Kennedy.

Throughout October there were no meeting between representatives of Look and Mrs. Kennedy. Mr. Attwood, the editor in chief of Cowles Communications, says he thought then that the difficulties had faded away.

But late in the month, he says, he met Mr. Schlesinger at a party in the home of John Gunther, the author

According to Mr. Attwood, Mr. Schlesinger said:

"There will never again be a Kennedy byline or my byline in Look."

Look and Mr. Manchester had decided that, if Mr. Goodwin held the proofs Mr. Manchester had given him for more than five days, they would interpret it as approval of the serialization.

Mr. Goodwin, they say, knew of this. Mr. Goodwin, in turn, says he was in Italy during October and there was no way he could have returned the proofs in five days.

6,472 Words Opposed

Mr. Manchester retrieved the proofs of the third installment from Mr. Goodwin's office on Oct. 5. About two weeks later he got the proofs of the fourth installment.

In all four installments of the 60,000-word serialization, Look says, the Kennedys sought a deletion of 6,472 words. They wanted cuts of 288 words in the first installment, 270 in the second, 2,737 in the third and 3,177 in the fourth.

Proposed deletions of political material, most of which spoke of friction between President Johnson and President Kennedy's colleagues, were precisely marked on the proofs with straight lines.

Changes that dealt with Mrs. Kennedy were marked with circles. They indicated that a revision, if not a deletion, was being sought.

Before the proofs were submitted to Look, Mr. Manchester met with the Senator and Mr. Goodwin at Mr. Kennedy's home in McLean, Va. Mr. Manchester recalls that the meeting was tense. Mr. Goodwin describes it as amicable.

Mr. Manchester says the Senator asked him if he were interested in writing speeches for him. Mr. Goodwin says Mr. Manchester introduced the subject of speeches and suggested that he prepare one for Mr. Kennedy on academic freedom.

Agreement on One Point

No one denies, however, that Mr. Manchester and Mr. Kennedy swam together in the pool. The Senator asked Mr. Manchester to ally himself with the Kennedys against Look, but the author was evasive.

"Bill, you have the vagueness of a genius," the Senator said.

The swimming pool experience, Mr. Manchester says, was unnerving. He says the Senator would ask a question, duck underwater and then come up behind him. Also, Mr. Manchester says, it was October and he was cold.

Mr. Kennedy said then, Mr. Manchester recalls, that the dispute with Look was the more urgent and that he thought Harper & Row would yield on the changes.

After that, Mr. Manchester heard nothing from the Kennedys directly until mid-November. On Nov. 15, the eve of his departure for London, Mr. Manchester and his wife, Julie, attended a cocktail party with the editors of Look and Harper & Row.

That night Mr. Manchester and his wife stayed in a suite maintained by Look in the Berkshire Hotel. He had registered in the name of Mr. Congdon, his agent. He spent the night correcting proofs for the book and met Mr. Thomas for breakfast downstairs at 7:30 A.M.

Mr. Thomas had mentioned to the Kennedys that he was to meet Mr. Manchester. Shortly after he and the author sat down, Mr. Marshall and Mr. Goodwin arrived.

According to Mr. Manchester, Mr. Marshall and Mr. Goodwin sat down uninvited. Mr. Goodwin, he says, suggested that "it looks as if we'll all be sailing on the Queen Mary together." Mr. Manchester says he was not amused.

'Bill, Bill, I Know You're There'

Mr. Marshall, Mr. Manchester says, asked if he would agree to changes in the serialization if Look did. Mr. Manchester said yes.

"Will you associate yourself with any further changes?" Mr. Marshall then asked.

Mr. Manchester says that he could yield no further, that if he agreed to anything else he would be asked for more concessions. He left the table, followed by Mr. Thomas.

Upstairs, Mr. Thomas and Mr. Manchester sat in the living room that joined the two bedrooms of the Look suite. The doorbell rang and a voice called, "Bill, Bill, I know you're there."

It was the Senator. Mr. Man-

chester refused to answer. Mr. Thomas stayed where he was. An employe of Cowles Communications, who was sleeping in a bedroom, went to the door, saw it was Mr. Kennedy and returned to ask Mr. Manchester what he should do.

"Tell him I'm not here," Mr. Manchester said.

The Senator left. That night he met Mr. Cowles at a dinner party given by Mrs. Douglas Dillon, the wife of the former Secretary of the Treasury. The two men had previously scheduled a meeting the next day, and that night at the dinner table, one on each side of Mrs. Dillon, they agreed to bring a colleague each with them.

6 Questioned Episodes

Mr. Cowles brought Mr. Harding, and Mr. Kennedy brought Mr. Goodwin. The Senator presented his case, speaking not of the political material but of the passages that distressed Mrs. Kennedy.

The passages that distressed her most involved six episodes in the book—two describing her actions and thoughts as she stood by her husband's coffin, two describing her and her husband as they prepared to retire on the night before the assassination, and tdo that quoted letters she and her daughter had written to the President.

In these six episodes, Mr. Kennedy said, there were only nine or ten changes that Mrs. Kennedy considered truly important.

A week later, Mr. Land flew to London and asked Mr. Manchester to approve eight changes. Some involved only a word—changing "shooting" to "hunting," for instance—and some involved a sentence. The longest revision was perhaps 20 words.

Mr. Manchester agreed to seven of the changes. None of them, however, revised to any great extent the material Mrs. Kennedy found objectionable.

The following week, Mr. Thomas and Cass Canfield, the chairman of Harper & Row, flew to London to discuss further changes with Mr. Manchester. They carried with them a letter from Mrs. Kennedy, asking Mr. Manchester to agree to more changes, and two memorandums prepared by Mr. Goodwin.

Comment on a Politician

One listed 10 areas of the serialization, the other 25 areas of the book. Mrs. Kennedy wanted changes in all of them. All dealt with her, although a few touched on politics. One, for example, was her comment on a politician—not President Johnson.

Mr. Manchester agreed to consider the changes. A few days later in New York, Mr. Cowles received a handwritten, four-page note from Mrs. Kennedy.

It said that she had talked too freely to Mr. Manchester during his interviews with her and that he had deceived her. It said that she had considered bringing a suit but that she had decided against it because "to sue would only dramatize and increase the attention on the most offensive parts."

That was Dec. 2. On Dec. 6 Mr. Cowles replied:

"I feel you may not be entirely happy about all particulars," he wrote, "but I feel that we have gone the limit to try to be fair and thoughtful of everyone's feelings — but yet consistent with accuracy."

A week later Mrs. Kennedy's lawyers told Cowles Communications, Harper & Row and Mr. Manchester that she would sue.

In the end, Look, as well as Harper & Row, agreed to revise some of the passages that dealt with Mrs. Kennedy. Look found an enormous demand for the issues that carried the serialization. Harper & Row prepared for a first printing of 400,000 copies, Mr. Manchester flew to the Bahamas, and Senator Kennedy said:

"They've got the money and we've got the public relations problem."

The New York Times

THE AUTHOR: William Manchester, the writer of book and its serialization.

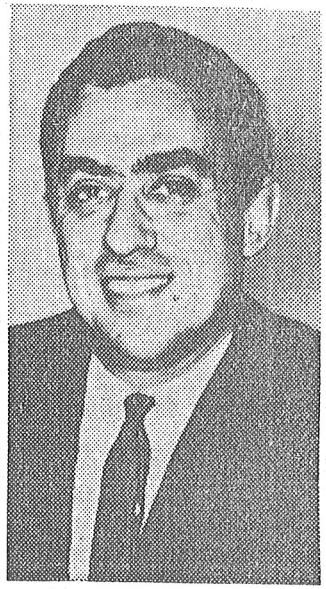
United Press International

EDITED MANUSCRIPT: John Seigenthaler, editor of Nashville Tennesseean.

ACCLAIMED THE WORK: William Arthur, who is the editor of Look magazine.

Conway

FOR HARPER & ROW: Evan Thomas, vice president at publisher of book.



Associated Press

ALSO MADE CHANGES: Richard N. Goodwin, friend of Mrs. Kennedy's family.